

MAY 15 1925

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WELCOME HOME

Photoplay in 6 reels

From a play by Edna Ferber and George S. Kaufman

Screen play by Walter Woods and F. McGrew Willis

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

MAY 15 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of **Famous Players Lasky Corporation**

**Eve's Secret - 7 reels**

**Welcome Home - 6 reels**

Respectfully,

FULTON BRYLAWSKI

The **Famous Players Lasky Corporation**  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
<b>Eve's Secret</b>	<b>5-15-25</b>	©CIL 21465
<b>Welcome Home</b>		©CIL 21466

The return of the above copies was requested by the said  
Company, by its agent and attorney on the **15th** day of  
**May, 1925** and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*Fulton Brylawski*

MAY 19 1925

"Welcome Home" Is 5,909 Feet—6 Reels Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
A JAMES CRUZE Production  
"WELCOME HOME"  
with Lois Wilson, Warner Baxter and Luke  
Cosgrave in Screen Version  
of Broadway Play  
A Paramount Picture

PURPOSE: To Help You Sell the Picture

## "WELCOME HOME" ANOTHER BIG OF MODERN MARRIED LIFE

### Facts About the Picture in Brief

Scenarist, Cameraman, Type of Story, Big Scenes, Etc.

#### Producer

JAMES CRUZE, who made "The Covered Wagon," "Merton of the Movies," "The Goose Hangs High" and (coming) "The Beggar on Horseback."

#### Featured Players

Lois Wilson, Warner Baxter, Luke Cosgrave. The "Covered Wagon" girl is back under Cruze again in this one and is at the height of her popularity as the result of her work in "North of 36" and "The Thundering Herd." Baxter is another big box office name who appeared recently in "The Golden Bed" and "The Air Mail," and everyone remembers Luke Cosgrave as the gay old gent in "Hollywood," also a Cruze picture.

#### Co-authors

Edna Ferber, George S. Kaufman. Miss Ferber wrote "So Big," and Kaufman is the author of "Merton" in collaboration with Marc Connelly. "Welcome Home" is an adaptation of their stage success.

#### Scenarist

Walter Woods, production editor for all the Cruze-Paramount productions. Woods wrote the screen play, "Merton of the Movies."

#### Cameraman

Karl Brown, who photographed "The Covered Wagon." Brown is James Cruze's regular cameraman.

#### Type of Story

A very human domestic comedy-drama; a true bit of life, in which the characters are natural and interesting.

#### Theme

The natural incompatibility of youth and old age. Action is motivated by a spry old man who comes to live with his young son and daughter-in-law and upsets things right and left.

They are normal, generous, sympathetic young people, but their patience is tried to the breaking point, and finally the old man realizes that something is wrong somewhere. He has made friends of two old men who are living in an Old Men's Home, and they picture their independent life and amusements so alluringly that the old man decides to move there, but his children strenuously object and insist they will learn to play his games.

The old man gives up, but when he sees he is only in the way, he secretly slips off to the Home. He says he is sorry for his children, but as his life is his own he does not intend to waste it by teaching anyone to play pinochle.

Peace again reigns in the Prouty household.

#### Highlights

Remember what Cruze did with "The Goose Hangs High"? Remember the humanness, the heart-interest and the infectious family appeal he put over there? Well, just double all of that and then some, and you have a bit of an idea of what he has done in "Welcome Home."



LOIS WILSON IN THE PARAMOUNT PICTURE "WELCOME HOME"

Production Mat 1PB

### Inside Dope on "Welcome Home"

#### SOCIAL NOTE

James Cruze and Walter Woods, of Hollywood, Cal., spent a few days in New York recently.

THE inside stuff on the above item is that Cruze and Woods came to give the once-over to a stage play on view in New York. They came breezing in one morning, saw the show that night, and breezed right out again the next day. But they took away under their hats the seeds

of a lot of ideas that audiences are going to have to harvest when they see "Welcome Home," which Woods adapted from the Broadway stage success and Cruze produced for Paramount.

Cruze and Woods are a fine team. Both are great, strapping, good-natured fellows, always kidding, but they can penetrate into human hearts and find out what makes them tick better than any two men we know. Pictures of theirs like "The Goose Hangs High" and "Merton of the Movies" are evidences of this.

They are an ideal pair to put "Welcome Home" on the screen, because this is the kind of humorous-pathetic, heart-tugging sort of story that Cruze is a marvel at filming. It is about a beloved old pest of a father who comes to live in the home of his son and daughter-in-law, and just about puts the marriage on the blink. That old boy can pull more stuff in fifty feet of film than most comedies pack into five reels. You love him, and you'd love to kill him. Luke Cosgrave plays this gray-headed fly in the ointment with a gusto and twinkle in the nether eye that will warm the cockles of your heart and make you roar for more.

Jim Cruze brought this man Cosgrave to the Coast last year to play the gay rheumatic in "Hollywood." That is Jim Cruze all over. Jim

### A Homely Story, Rich in Humor Sort That Tugs at the Heart

Lois Wilson, Warner Baxter and Luke Cosgrave in Screen Version of Broadway Play

HERE'S another whale of a comedy-drama worthy to stand beside "Merton of the Movies" and the other money-making Cruze comedy successes.

Lois Wilson, heroine of "The Covered Wagon," heads the cast in this production, which also features Warner Baxter, who sure has produced recently in such pictures as "The Golden Bed" and "The Air Mail," and Luke Cosgrave, the gay old rheumatic of "Hollywood."

### Cast

Old Man Prouty . . . . .	A spry, kindly and lovable old man who thinks he knows more about most things than his children do.	Luke Cosgrave
Fred Prouty . . . . .	A fine type of young business man. He loves his father and wants to have him happy, but does not like to have the old gent meddle.	Warner Baxter
Nettie Prouty . . . . .	A very attractive young married woman. She is loving and lovable and is very good to her father-in-law, but she is young and his actions drive her almost wild.	Lois Wilson
Jim Corey . . . . .	Fred's business partner. An average type young man, full of pep.	Ben Hendricks
Lil Corey . . . . .	Jim's wife.	Margaret Morris
Miss Pringle . . . . .	Nettie's sister.	Shirley Crowell
Annie . . . . .	Prouty household.	

The story was adapted for the screen by from a play by Edna Ferber and George S. about a likable old man—a widower—who lives with his son and daughter-in-law. He that his ways are vastly different from their continually upsetting their plans.

Fans everywhere are sure to welcome "Welcome Home."

### Brief Synopsis

FRED and Nettie Prouty, a happy young married couple, live in a small flat overlooking a park in the city, and have invited Fred's father, a widower, to come and live with them.

Almost immediately old man Prouty unwittingly upsets the placid run of the household. The faithful maid of all work quits when she is asked to give up the only spare room to the old man. The father's arrival is premature and prevents Fred and Nettie from attending a party they had long planned.

The old gent wastes no time in making himself at home. He trots

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Strong Cast in  
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Lois Wilson Heads Featured  
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"Welcome Home" was adapted for the screen by Walter Woods and F. McGrew Willis from a play by Edna Ferber (author of "So Big") and George S. Kaufman, who, with Marc Connelly, wrote "Merton of the Movies," "The Beggar on Horseback."

The story is one of an old man who comes to live with his son and daughter-in-law in the city. His arrival is the signal for a general disturbance about the house.

Warner Baxter, recently seen in "The Golden Bed" and "The Air Mail," and Luke Cosgrave, the spry old rheumatic in "Hollywood," also a Cruze picture, are featured with Miss Wilson in the principal roles.

Cosgrave is Baxter's father in the production—a man of about 71 years, and a widower. In response to his son's request he comes to live with him and starts right off by poking his nose into everyone else's business. You'll feel sorry for the old boy and laugh at him at the same time.

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his production Cruze is said to the public another view of his canny directorial ability.

PUTTING IT  
OVER RIGHT

There's a whole exploitation campaign in the title, "Welcome Home."

Why not stage a "Welcome Home" Week: Plaster the town with signs reading Welcome Home. By not telling them whom you are welcoming home, you arouse curiosity, which helps the picture.

Get a list of former residents who are paying visits to the home town and devote teaser ads to them, like WELCOME HOME, John Smith. We are glad to see you, etc. See the Paramount picture, "Welcome Home."

Start a discussion in the newspapers about whether it is possible for an -in-law to live amicably with his or her married children, bringing "Welcome Home" sooner or later into the argument.

Tie up with real estate brokers, builders, etc., on the angle when you say Welcome Home, have a real home to welcome people to.

Have imitation front door mats made with Welcome Home woven into them.

Movie fans are cross-word puzzle fans. A lot of people who come to your theatre spend some of their time at home puzzling letters in the white spaces between the black squares.

Why not sneak up on them and remind them of the picture you'll be playing soon? A book of forty puzzles is available at your nearest Paramount exchange. Every puzzle mentions a picture.

If you are playing the second Famous Forty, why not remind your patrons with the cross-word puzzle books? They're great for prize contests and other exploitation purposes.

Have a Welcome Home sign hanging over the entrance of your lobby.

Wives! Give hubby a real Welcome Home tonight by having..... for dinner.

To the women—there will be a meeting of the Home Relations Club at the.....Theatre next.....

Run this in the "Personal" column of the papers—Old Man Prouty—Welcome Home! (signed) Fred and Nettie.

"Welcome Home"  
Domestic Comedy

New Cruze-Paramount Picture  
Coming to the Rialto

THERE is no place like home, but every home has its problems. It is strictly a home problem, confined to the family, with outsiders playing only an incidental part, that furnishes the theme for the heart-tugging "Welcome Home," James Cruze's latest Paramount production, which comes to the.....on.....

First meet Warner Baxter and Lois Wilson, as Fred and Nettie Prouty, living in a small flat overlooking Washington Park. They have invited Fred's father, Luke Cosgrave, a widower, to come and make his home with them. The only spare bedroom is occupied by their faithful maid of all work. She quits when asked to give up her room to the old man.

Cosgrave arrives two days sooner than expected. They can't leave him alone the first night he is with them, so Fred and Nettie forego a fashionable party they had planned to attend.

Big Laughs

On his arrival the old man immediately begins making himself at home. He trots about the house, prying first into one thing, then another. He attempts to fix the lighting system and finally upsets Nettie's card files containing her club data. The next morning he stays in the bathtub for an hour, leisurely reading the morning paper, which gets so wet it can't be read again. His demand the night before for extra blankets and a pillow on his bed, was simply as a habit, for morning discloses he had never used them.

Business and club affairs prevent Fred and Nettie from devoting much time to the old man. Wandering in the park he makes friends with some inmates of a nearby home for old men.

is a forum of these old men, in the park and Cosgrave becomes somewhat of a leader among them.

Nettie prepares to entertain a meeting of the club—a very important affair. Just before the ladies gather, Cosgrave brings two of his friends from the Home into the meeting room, treats them to the luncheon prepared for the clubwomen, and puts the house in general disorder. Arriving home Nettie is unable to get the two old visitors out before the clubwomen begin to arrive. Cosgrave then insists on remaining at the meeting out of curiosity.

Heart-Appeal

No sooner is the meeting called to order than Cosgrave begins to take part in the discussions, interrupting the speakers. Finally, the women, indignant, leave, assuring Nettie no more meetings will be held at her home.

The girl controls herself until Fred arrives, then bursts into tears and the family quarrel starts; she insisting that one of them will have to leave—Cosgrave or herself—he can take his choice.

Unmindful of the mischief he has caused, the old gent goes over to the Home, where his friends entertain him royally, ending with a fine supper. The old men urge him to take the one vacancy in the Home, but

The Laugh Nest





## Featured Players

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The natural incompatibility of youth and old age. Action is motivated by a spry old man who comes to live with his young son and daughter-in-law and upsets things right and left.

They are normal, generous, sympathetic young people, but their patience is tried to the breaking point, and finally the old man realizes that something is wrong somewhere. He has made friends of two old men who are living in an Old Men's Home, and they picture their independent life and amusements so alluringly that the old man decides to move there, but his children strenuously object and insist they will learn to play his games.

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## Highlights

Remember what Cruze did with "The Goose Hangs High"? Remember the humanness, the heart-interest and the infectious family appeal he put over there? Well, just double all of that and then some, and you have a bit of an idea of what he has done in "Welcome Home."

You not only see this picture, you FEEL it. You just know it's life, for what happens in the production has happened in your own family or that of your neighbors.

This is a Cruze production, and that sells it right off the bat. The telling can't read as well as the picture. The short synopsis is but a skeleton. Cruze has taken the story, covered its bones, giving it red blood and teeming life, filled it so full of humanity that it actually lives the life of all of us.

## Big Scenes

Every scene is "big" in heart-tugs and human-interest. Take the arrival of the old man at the home of his son and daughter-in-law. It isn't just an arrival. The welcome he gets is filled with honest warmth. "Welcome Home!" It's human—infectious. But back of it all is the true-to-life family disappointment of a broken engagement planned for weeks; the loss of a faithful family servant because the old man has to have her room—the only spare one. Yet he's welcome.

When Luke Cosgrave breaks into an important club meeting, enters into arguments with the women and interrupts their speeches, you will blush for him. At the same time you will laugh at him. And you will argue with him. Such scenes as this and at the Old Men's Home will touch you to the quick.

Cosgrave reading a paper in the bath and holding up Baxter long enough to make him furious. Cosgrave fixing the floor lamp, "helping" the servants, playing poker at the Home, and making a general nuisance of himself around the Prouty household. You'll laugh yourself silly at his goings-on.

For a fast, bright, cheerful attraction, this one can't be beaten, for it has heart-interest, the basis of all good comedy.

LOIS WILSON IN  
THE PARAMOUNT PICTURE  
"WELCOME HOME"

Production Mat IPB

## Inside Dope on "Welcome Home"

### SOCIAL NOTE

James Cruze and Walter Woods, of Hollywood, Cal., spent a few days in New York recently.

THE inside stuff on the above item is that Cruze and Woods came to give the once-over to a stage play on view in New York. They came breezing in one morning, saw the show that night, and breezed right out again the next day. But they took away under their hats the seeds of a lot of ideas that audiences are going to have to harvest when they see "Welcome Home," which Woods adapted from the Broadway stage success and Cruze produced for Paramount.

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Jim Cruze brought this man Cosgrave to the Coast last year to play the gay rheumatic in "Hollywood." That is Jim Cruze all over. Jim, when he was breaking into dramatics, got a job from Luke Cosgrave, who owned a stock company in the West. Cosgrave helped Cruze up the ladder, and Cruze never forgot it. When Jim was looking for a father for "Hollywood," he thought of Cosgrave and sent for him. Luke is a fine old trouper, and he scored heavily in the role. He's going to be a hummer in "Welcome Home."

Lois Wilson and Warner Baxter play the young couple. You know Lois, and Baxter has certainly produced lately in "The Golden Bed" and "The Air Mail."

There are at least two other box office names connected with this picture that the public ought to be reminded of. "Welcome Home" was originally a Woman's Home Companion story by Edna Ferber, who is America's highest priced and most sought after story writer. She gets as high as \$5,000 for a single short magazine story. She started as a sob-sister on a Chicago newspaper, and she learned life in order to write about it. "Welcome Home" shows that.

George S. Kaufman, who, with Connelly, wrote "Merton of the Movies," "To the Ladies," and "Beggars on Horseback," collaborated with Miss Ferber and wrote the play.

Jim Cruze read a synopsis of the story and grabbed the rights to it with a whoop of joy. Then he rushed to New York with Walter Woods, his scenario writer, to see the play, and he liked his buy better than ever.

### SOCIAL AND FINANCIAL NOTE

John L. Exhibitor is staging a Welcome Home Party at his fine local theatre next week. The whole town is coming. On Saturday, Mr. Exhibitor will carry a big bag chockfull of dollars down Main Street to the First National Bank.

HERE'S another whale of a comedy-drama stand beside "Merton of the Movies" and the other money-making Cruze comedy successes.

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## Cast

**Old Man Prouty**... A spry, kindly and lovable old man who thinks he knows more about most things than his children do.  
**Fred Prouty**... A fine type of young business man. He loves his father and wants to have him happy, but does not like to have the old gent meddle.  
**Nettie Prouty**... A very attractive young married woman. She is loving and lovable and is very good to her father-in-law, but she is young and his actions drive her almost wild.  
**Jim Corey**... Fred's business partner. An average type young man, full of pep.  
**Lil Corey**... Jim's wife. of pleasure  
**Miss Pringle**... Nettie's secretary.  
**Annie**... The eccentric maid of the Prouty household.

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## Brief Synopsis

FRED and Nettie Prouty, a happy young married couple, live in a small flat overlooking a park in the city, and have invited Fred's father, a widower, to come and live with them.

Almost immediately old man Prouty unwittingly upsets the placid run of the household. The faithful maid of all work quits when she is asked to give up the only spare room to the old man. The father's arrival is premature and prevents Fred and Nettie from attending a party they had long planned.

The old gent wastes no time in making himself at home. He trots about the house, prying into first one thing, then another. Morning finds him enjoying a leisure hour in the bath, reading a paper.

Fred's business and Nettie's club affairs prevent the old man getting much attention. In wandering around the park he makes friends with some inmates of a nearby home for old men, who daily hold a forum under the trees, and he becomes somewhat of a leader.

Two of these old men call on the father at the flat shortly before Nettie receives guests for a very important club meeting. He makes them at home, serves them with the club members' lunch and when Nettie ushers the pair of them out, invites himself to the meeting, wanting to know what is going on in club affairs. No sooner is the meeting under way than Old Man Prouty interrupts by taking part in the discussion. Finally, the members become indignant and leave in disgust.

Nettie is beside herself with anger and out of earshot of the father demands of her husband that he choose between her and the old man—one or the other must leave.

In the meantime, ignorant of the family quarrel he has precipitated, the old man is the guest of his friends at the home. They urge him to come there and live. He protests that his son and daughter-in-law would not hear of it, as they need him, but they make the proposition so attractive that he finally decides to move.

The young folks argue, refusing to let him go, and finally cajole him into remaining. As he unpacks he unintentionally overhears a conversation between Nettie and a bosom friend who has called. The old fellow again packs and goes to the home where he is contented and happy.

The Prouty household returns to normalcy.

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# The Laugh Nest



A  
**JAMES CRUZE**  
PRODUCTION  
WITH **LOIS WILSON**  
**WARNER BAXTER**  
**LUKE COSGRAVE**  
A  
Paramount  
Picture

## WELCOME HOME

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

MASTERPIECE of mirth which  
proves that hilarity begins at home.  
Produced by the man who gave you  
"Merton of the Movies" and "The Goose  
Hags High."

LOIS WILSON, heroine of "The Covered Wagon," heads the cast of featured players appearing in the new James Cruze production for Paramount, "Welcome Home," which will be the feature at the Theatre next.....to remain for .....days.

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Cosgrave is Baxter's father in the production—a man of about 71 years, and a widower. In response to his son's request he comes to live with him and starts right off by poking his nose into everyone else's business. You'll feel sorry for the old boy and laugh at him at the same time.

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To the women—there will be a meeting of the Home Relations Club at the.....Theatre next.....

Run this in the "Personal" column of the papers—Old Man Prouty—Welcome Home! (signed) Fred and Nettie.

Admit all men between the ages of 62 and 92 free. Or, if there is an Old Men's Home in town, run a special performance for them.

Advertise this one as the latest comedy hit by the man who made "The Covered Wagon" and "Merton" and featuring the heroine of "The Covered Wagon," "North of 36" and "The Thundering Herd."

Fans everywhere will welcome "Welcome Home." It's a new Paramount picture by James "Covered Wagon" Cruze, coming to the .....

Next week will be "Welcome Home" Week in..... Who's coming to town?

A rousing welcome awaits you at the.....Theatre, where the Paramount picture, "Welcome Home," is on display.

Have you taken advantage of the Paramount paper match proposition? Ask your Paramount exploiteer about it. See exploiteer list on third page.

Tell them that here is a play even more human and heart appealing than "The Goose Hangs High"—by the same director.

Men! Wifey will give you a real "Welcome Home," if you bring along a box of Craft's chocolates.

In the "Society" column of the papers: "Manager ..... of the ..... is staging a Welcome Home Party at his fine local theatre this week. The whole town is coming.

Make this another big Cruze money-maker with a real advertising campaign.

comes to the old man.

First meet Warner Baxter and Lois Wilson, as Fred and Nettie Prouty, living in a small flat overlooking Washington Park. They have invited Fred's father, Luke Cosgrave, a widower, to come and make his home with them. The only spare bedroom is occupied by their faithful maid of all work. She quits when asked to give up her room to the old man.

Cosgrave arrives two days sooner than expected. They can't leave him alone the first night he is with them, so Fred and Nettie forego a fashionable party they had planned to attend.

**Big Laughs**

On his arrival the old man immediately begins making himself at home. He trots about the house, prying first into one thing, then another. He attempts to fix the lighting system and finally upsets Nettie's card files containing her club data. The next morning he stays in the bathtub for an hour, leisurely reading the morning paper, which gets so wet it can't be read again. His demand the night before for extra blankets and a pillow on his bed, was simply as a habit, for morning discloses he had never used them.

Business and club affairs prevent Fred and Nettie from devoting much time to the old man. Wandering in the park he makes friends with some inmates of a nearby home for old men.

is a forerunner of these old men in the park and Cosgrave becomes somewhat of a leader among them.

Nettie prepares to entertain a meeting of the club—a very important affair. Just before the ladies gather, Cosgrave brings two of his friends from the Home into the meeting room, treats them to the luncheon prepared for the clubwomen, and puts the house in general disorder. Arriving home Nettie is unable to get the two old visitors out before the clubwomen begin to arrive. Cosgrave then insists on remaining at the meeting out of curiosity.

**Heart-Appeal**

No sooner is the meeting called to order than Cosgrave begins to take part in the discussions, interrupting the speakers. Finally, the women, indignant, leave, assuring Nettie no more meetings will be held at her home.

The girl controls herself until Fred arrives, then bursts into tears and the family quarrel starts; she insisting that one of them will have to leave—Cosgrave or herself—he can take his choice.

Unmindful of the mischief he has caused, the old gent goes over to the Home, where his friends entertain him royally, ending with a fine supper. The old men urge him to take the one vacancy in the Home, but Cosgrave protests that his son and daughter-in-law cannot get along without him. His friends argue that he must look out for himself—he has his own life to lead and he finally makes up his mind to move over to the Home.

**Surprise Climax**

The next morning when Fred and Nettie are making up after their quarrel over the old man, Cosgrave comes out with his grip and informs them that he is moving over to the Home. They argue with him, refusing to let him go and finally cajole him into remaining.

How the old man, anxious to help and please his son and daughter-in-law, and yet yearning for the companionship and environment of the Home, finally works out his problem to the happiness of all, provides unusual heart interest in "Welcome Home."

Miss Wilson, Baxter and Cosgrave, who played the gay old rheumatic in "Hollywood," are featured in the cast of the production, adapted for the screen by Walter Woods and F. McGrew Willis from a stage play by Edna Ferber and George S. Kaufman.

**Held Over**

James Cruze's latest production for Paramount "Welcome Home," which was to have closed a.....days' run at the.....this evening, will be held over for another day.

Featured in the principal roles of the production, which was adapted for the screen from a successful stage play by Edna Ferber and George S. Kaufman, are Lois Wilson, Warner Baxter and Luke Cosgrave. Others in the cast include Ben Hendricks, Jr., Margaret Morris, Adele Watson and Josephine Crowell.

The story is a domestic comedy, which is said to be a page from life itself.



# Fill that Space with a Pa

a  
Paramount  
Picture



A  
JAMES  
CRUZE  
Production  
WITH  
LOIS WILSON  
WARNER BAXTER  
LUKE COSGRAVE  
PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

HERE'S a comedy gem as welcome as a long lost bankroll.

The story of what takes the "sweet" out of Home, Sweet Home.

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

JAMES  
CRUZE  
PRODUCTION

From the play by Edna Ferber  
and Gene S. Kaufman  
Screenplay by Walter  
Woods and F. McGrew Wilson

Three-column Newspaper Advertisement 3A

## RIALTO

## Catchy Catchlines to Catch Crowds

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY



A  
JAMES CRUZE  
PRODUCTION  
WITH  
LOIS WILSON  
WARNER BAXTER  
LUKE COSGRAVE  
A Paramount Picture

A story of how to stay married.

19,568 divorces in the United States last year. See "Welcome Home" and learn one reason why.

The story of a man who slipped on a cake of soap in the Fountain of Youth.

Why young married couples leave home.

Everybody works but father—and he raises Cain all day.

Two's company; three's a RIOT. See "Welcome Home."

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Where is my wand  
and see "Welcome Home"

What a love nest it was till the rooster came along!

There's "Welcome Home" for you next week.

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In ordering ads and  
production scenes, be

## Four-Page Color



# th a Paramount Press Ad!



a  
Paramount  
Picture



## "WELCOME HOME"

with LOIS WILSON - WARNER BAXTER - LUKE COSGRAVE

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY  
**JAMES CRUZE**  
PRODUCTION

From the play by Edna Ferber  
and George S. Kaufman  
Screen play by Walter  
Woods and F. McGrew Willis

**M**OTHERS-IN-LAW have  
had their day on stage and  
screen—now it's Father's day.  
And the old boy is a SCREAM!

**I**F you're looking for a real  
good time, there's no place  
like "Welcome Home." Fun-  
niest of all Cruze comedy clas-  
sics.

Four-column Newspaper Advertisement 4A

h Crowe



WARNER BAXTER  
IN THE PARAMOUNT PICTURE  
'WELCOME HOME'

Production Mat 1PA

## Trailers Build Business!

National Screen Service, Inc. issues an excellent Service  
Trailer on "Welcome Home".

It consists of 75 feet of film, including several good sell-  
ing titles and a half dozen carefully selected punch scenes  
from the picture. It sells for \$5 during the first four months  
after release date, with refund of \$1.50, if returned within  
two weeks of booking. After four months, cost is \$2.50,  
with \$1 refund if returned in two weeks. It thus costs you  
\$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including  
trailers on the productions of Paramount and all other cam-  
panies, special animated openings and closings with your thea-  
tre name on them, and many other trailer accessories, for a  
nominal sum.

Write to your nearest National Screen Service office.  
See Price List on page 4.



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A JAMES CRUZE PRODUCTION

A Paramount  
Picture

ge Colored Herald



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A  
**JAMES CRUZE**  
Production  
WITH  
**LOIS WILSON  
WARNER BAXTER  
LUKE COSGRAVE**

HERE'S a comedy gem as  
welcome as a long lost  
bankroll.  
The story of what takes the  
"sweet" out of Home, Sweet  
Home.

Three-column Newspaper Advertisement 3A

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

**JAMES CRUZE**  
PRODUCTION

Play by Edna Ferber  
Screenplay by S. Kaufman  
and George S. Kaufman  
by Walter Reuther  
Screenplay by F. McGrew  
Woods and F. McGrew

## RIALTO

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY



**JAMES CRUZE**  
PRODUCTION  
WITH  
**LOIS WILSON  
WARNER BAXTER  
LUKE COSGRAVE**  
A Paramount Picture

Shake!  
Shake with laughter  
at the funniest of all  
comedies of the American Home.  
Cruze made it!

One-column Press Ad 1A

## Catchy Catchlines to Catch Crowds

A story of how to stay married.

19,568 divorces in the United States last year. See "Welcome Home" and learn one reason why.

The story of a man who slipped on a cake of soap in the Fountain of Youth.

Why young married couples leave home.

Everybody works but father—and he raises Cain all day.

Two's company; three's a RIOT. See "Welcome Home."

If you're looking for a place where you can see a divorce in a funny way, see "Welcome Home" for you here next week.

The funniest thing you could see in a divorce in a funny way.

Where is my wand, and see "Welcome Home" for you here next week.

What a love nest it was till the gay old rooster came along!

There's "Welcome Home" for you here next week.

In ordering ads and production scenes, be sure to mention the numbers under cuts. Halftones are all 55-screen and will reproduce perfectly.

## Four-Page Color





LOIS WILSON AND WARNER BAXTER IN THE PARAMOUNT PICTURE "WELCOME HOME" A JAMES CRUZE PRODUCTION

Two-column Production Mat 2P



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY  
JAMES CRUZE  
PRODUCTION

Play by Edna Ferber  
From the play by George S. Kaufman  
and George M. Cohan  
Screen play by Walter  
Woods and F. McGrew Willis

# "WELCOME HOME"

with LOIS WILSON - WARNER BAXTER - LUKE COSGRAVE

MOTHERS-IN-LAW have had their day on stage and screen—now it's Father's day. And the old boy is a SCREAM!

IF you're looking for a real good time, there's no place like "Welcome Home." Funniest of all Cruze comedy classics.

Four-column Newspaper Advertisement 4A

## Trailers Build Business!

National Screen Service, Inc. issues an excellent Service Trailer on "Welcome Home".

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on page 4.



WARNER BAXTER  
IN THE PARAMOUNT PICTURE  
"WELCOME HOME"

Production Mat 1PA



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A JAMES CRUZE PRODUCTION

A Paramount  
Picture

Two-column Supplementary Press Ad 2ASX

## THEATRE NAME



"WELCOME Home" is more than a clean comedy hit—it's a home run!

The story of six rooms and bath—and a father-in-law.

From a play by Edna Ferber and George S. Kaufman  
Screen play by Walter Woods and F. McGrew Willis

Two-column Supplementary Press Ad 2AS

## Large Colored Herald



To the left is illustrated the cover of the four-page colored herald on "Welcome Home."

Inside double-page spread contains punchy scenes and expert selling talk.

Back page left blank for theatre name, dates, etc.

Only \$3.00 per 1,000.





# Advance Publicity Stories

## "Welcome Home" New Cruze Film

Paramount Picture With Lois  
Wilson Due Here Soon

(Synopsis Story)

ALL the warmth of life and love, the joy of home and fireside, all the happiness and comfort of family and friends are contained in the greatest of greetings, "Welcome Home." Such words can be made to live, and James Cruze has given them life in a motion picture. For "Welcome Home" is the title of his latest production for Paramount, and to it he is said to have given a heart interest that will appeal to all.

In the beginning Luke Cosgrave the old reumatic of "Hollywood," is shown coming to the city to make his home with Warner Baxter and Lois Wilson, as Fred and Nettie Prouty, his son and daughter-in-law, on their invitation. They live in a small flat overlooking Washington Park, and their faithful maid of all work has quit because she had to give up her room, the only spare one in the house, to Cosgrave.

Cosgrave's arrival is premature, causing Fred and Nettie to cancel a party date they had planned on for weeks, for they felt they couldn't leave the old man alone on his first night in the house.

### The Fun Starts

On his arrival the old man immediately begins making himself at home. He trots about the house, prying first into one thing, then another. Extra blankets and a pillow are provided upon his demand, but he never uses them. They are simply a habit of years.

The next morning he stays in the bathtub for an hour, leisurely reading the morning paper, which gets so wet it can't be read again.

Owing to business and club affairs the old man is given but little time by the young folks. Wandering in the park, he makes friends with some inmates of a nearby Home for old men. There is a forum of these old men in the park and Cosgrave becomes somewhat of a leader among them.

He invites two of his friends from the Home to his son's house, but unluckily does so just before Nettie's club members arrive for an important meeting. Paying no attention to the club affair, Cosgrave ushers his friends into the meeting room, treats them to the luncheon prepared for the clubwomen, and puts the house in disorder. Nettie arrives home to get the two old visitors out just as her guests enter. Cosgrave then insists on remaining at the club meeting, wanting to see what goes on.

### More Laughs

No sooner is the meeting called to order than Cosgrave begins to take part in the discussions, interrupting the speakers. Indignant, the women finally decide the transacting of business is hopeless, and leave in a huff.

As they go out, Fred comes in, and out of hearing of Cosgrave, his wife insists that one of them must leave—the old man or herself. It is a real family quarrel.

Ignorant of the mischief he has caused, Cosgrave goes over to the Home, where his friends entertain him royally, ending with a fine supper. The old men urge him to take the one vacancy in the Home before someone else gets in, but Cosgrave protests that his son and daughter-in-law can not get along without him and they wouldn't listen to his leaving. His friends argue that he must look out for himself,—he has his own life to live, and he can't be devoting all of it to his relations.

### Great Ending

Torn between the pleas of his friends and his desire to be with them, and the duty he believes he owes to his son and daughter-in-law to live with and help them, Cosgrave makes a decision. Then he waives, changes it, then through chance, changes his mind once again.

How he finally determines on the right course to pursue, to the happiness of himself and those he loves,

## Specials

Says James Cruze:

(Producer of the Paramount picture, "The Covered Wagon.")

THE two greatest things in the world are youth and age. These two periods in life furnish material for much of the great human interest in moving pictures.

James Cruze is never happier than when he can contrast the young and the old on the screen. To him the in-between time of life is generally accepted as the present and is therefore uninteresting. But youth is past and romantic, while age is in the future and speculative.

The man who made "The Covered Wagon" is noted for the heart-gripping humanness of his pictures. Give him a story wherein there is mingled youth and age in important roles and crucial situations and Cruze produces effects which his audiences actually live in the theatre.

A recent outstanding example is "The Goose Hangs High." "Welcome Home" is another feature photoplay wherein the voice of young America mingles with that of the old.

The first home in "Welcome Home" is that of a young and happily married couple where the father comes to live with the son and daughter-in-law. The experiences of youth and age in the situations that follow form the story of every American family, and they carry a laugh and a heart-tug done in Cruze's inimitable style.

Youth does not enter the second home, for it is limited to old men. In this home for the aged, the charm of age finds happiness unto itself. Youth can not aid; youth is not wanted; for it is a happiness in the things that are wholly for the aged.

Featured players in "Welcome Home" are Lois Wilson, Warner Baxter and Luke Cosgrave. Others in the cast are Margaret Morris, Adele Watson, Josephine Crowell and Ben Hendricks, Jr.

The picture will be the feature at the.....Theatre on.....next.

## Here's One Party That Didn't Surprise Anyone

James Cruze put on a surprise party for Lois Wilson that didn't surprise.

During the filming of "Welcome Home" it was necessary for Miss Wilson to react before the camera to a sudden noise in another room. Cruze sent for a pistol without Miss Wilson's knowledge and counted on the report of a blank cartridge to cause the actress to jump with fright.

It startled everybody except Miss Wilson. Cruze had forgotten that the girl of "The Covered Wagon" had been working in so many Paramount westerns that the bang of a revolver meant no more to her than the jingle of a telephone bell to a business man.

Featured with Miss Wilson in "Welcome Home," which opens on.....at the.....Theatre, are Warner Baxter and Luke Cosgrave. The story is a screen version of a stage play by Edna Ferber and George S. Kaufman.

## L. Cosgrave Doesn't Think Much of Hollywood's Climate

Luke Cosgrave is fearfully awaiting word that he has been officially denounced by the Los Angeles Chamber of Commerce. This grizzled character actor openly insulted the much advertised Southern California climate.

Cosgrave, believing there was much to justify his statements, has prepared a defense to the expected charges. It reads something like this:

"James Cruze assigned me to a featured role in his production 'Welcome Home.' For several days in February we were before the camera and the weather was a bit unusual—it was so cool a light overcoat felt comfortable on the shaded but always

## Cosgrave Recalls Days When Cruze Was a Matinee Idol

Not many know that James Cruze producer of "The Covered Wagon," was formerly a matinee idol, but he was. The city that acclaimed him as such was Provo, Utah.

Luke Cosgrave, the grand old veteran of the stage, is authority for the statement, and Luke should know, for at that time he owned a stock company of which Cruze was leading man.

When the company opened at Provo for a lengthy engagement, James Cruze made his bow to an audience that had, the season before, idolized another actor playing the leading roles in the popular plays of the day. But Cruze came away with flying colors. Before the engagement was well under way he proved even more popular than his predecessor.

Many reminiscences of the old days of their stage careers were recalled by Cosgrave and Cruze during the filming of "Welcome Home," Cruze's latest production for Paramount. Cosgrave is a featured player in that picture with Lois Wilson and Warner Baxter.

Others in the cast of the production, due at the.....Theatre on....., are Margaret Morris, Adele Watson, Josephine Crowell and Ben Hendricks. Walter Woods and F. McGrew Willis adapted the story from a stage play by Edna Ferber and George S. Kaufman.

## Oldtimers Appear in Film, "Welcome Home"

MORE than 150 men ranging from 62 to 94 years of age take part in scenes of "Welcome Home," James Cruze's current production for Paramount which comes to the next.....

A page of comedy and drama out of the every day life of the American family provides the theme of "Welcome Home," and the grizzled veterans faithfully play their roles as inmates of an old men's home.

Lois Wilson, Warner Baxter and Luke Cosgrave are the featured players of the cast.

## "Welcome Home" Here

It's "Welcome Home" Week

The latest James Cruze production by that name opens at the.....Theatre on.....Lois Wilson, Warner Baxter and Luke Cosgrave in "Hollywood," which Cruze also directed, are featured in the picture which has a widower who goes to the city to live with his married son and daughter-in-law. Anyone can guess what follows.



LOIS WILSON AND WARNER BAXTER IN THE PICTURE "WELCOME HOME" BY JAMES CRUZE  
Three-column Production Material

by Edna Ferber (author of "So Big") and George S. Kaufman, who collaborated with Marc Connelly on "Merton of the Movies," "The Beggar on Horseback," etc.

Ben Hendricks, Jr., Margaret Morris, Josephine Crowell and Adele Watson complete the cast.

## New Paramount a Page From Family Home Life

"Welcome Home," a James Cruze-Paramount production which comes to the.....Theatre for a run of.....days on.....next, is a page from family home life as everybody knows it, with a heart-tugging appeal that has seldom, if ever, been equalled on the screen. It is a homey story of a likeable old man—a widower—who goes to the city to live with his married son.

Featured in the leading roles of the production are Lois Wilson,

lates the coming of an couple when a typical American provoking his lovable old father. The husband comes to live with the wife. The continually was written by Walter Woods and is an adaptation of a famous stage play by Edna Ferber and George S. Kaufman.

## Big Laughs Galore in Cruze's "Welcome Home"

The producer of "The Covered Wagon" has brought another picture to the screen in the Paramount picture "Welcome Home" which will be shown next.....Theatre. Lois Wilson and Luke Cosgrave are featured in the leading roles of this new production, which is a picture adaptation of a stage play by Edna Ferber and George S. Kaufman. Most of the action of "Welcome Home" takes place in the Provo, Utah, home of the old man.



# Stories, Specials, Reviews



## Oldtimers Appear in Film, "Welcome Home"

MORE than 150 men ranging from 62 to 94 years of age take part in scenes of "Welcome Home", James Cruze's current production for Paramount which comes to the theatre next.

A page of comedy and drama out of the everyday life of the American family provides the theme of "Welcome Home," and the grizzled veterans faithfully play their roles as inmates of an old men's home.

Lois Wilson, Warner Baxter and Luke Cosgrave are the featured players of the cast.

## "Welcome Home" Here

It's "Welcome Home" Week in

The latest James Cruze production for Paramount by that name opens a run of . . . days at the . . . Theatre on . . . Lois Wilson, Warner Baxter and Luke Cosgrave, the old man in "Hollywood," which Cruze also directed, are featured in the cast of the picture which has to do with a widower who goes to the city to live with his married son and daughter-in-law.

Anyone can guess what follows.

## Lois Welcomes "Welcome Home" After "Westerns"

With the exception of "Contraband," all of Lois Wilson's recent pictures have been "westerns"—"The Covered Wagon," "North of 36," "The Thundering Herd,"—so it was with open arms that she welcomed her featured role in the new James Cruze production for Paramount, "Welcome Home," which will be on view next . . . at the . . .

Featured with Miss Wilson in the cast are Warner Baxter and Luke Cosgrave, the grand old man of the screen who was seen not so long ago in "Hollywood," also a Cruze-Paramount.

"Welcome Home," adapted from a stage play by Edna Ferber and George S. Kaufman is a fine domestic comedy-drama. Married life for Miss Wilson and Baxter in the picture glides along without a semblance of a hitch until Cosgrave, playing Baxter's father, comes to live with the young couple.

What happens from this point on we'll leave for the picture to tell. Anyone can guess readily enough, but you would never believe it possible to get so much fun out of such a situation as Cruze has crammed into "Welcome Home". You'll laugh at the old gent and feel sorry for him at the same time—you'll love him and want to kill him, too.

## Reviews

### "Welcome Home"

THE James Cruze-Paramount production, "Welcome Home", which opened at the . . . Theatre yesterday, is a nice, smooth, natural piece—no sex or triangle stuff—not even a jolly good murder—just a study of the little problems of daily life at times intensified to near tragedy, trailing into a humor as whimsical and impersonal as life, with very little reason and not much rhyme—just an effort to add a little more to the gaiety of this sad world.

"Welcome Home" was adapted for the screen by Walter Woods and F. McGrew Willis from a stage play by Edna Ferber and George S. Kaufman. Featured in the principal roles are Lois Wilson, Warner Baxter and Luke Cosgrave.

Cosgrave has the role of an old widower who comes to the city to live with his married son and daughter-in-law. He does not realize it, but with his arrival everything in the house starts to go wrong. The maid leaves when she is asked to give up her room to the old fellow. Everything old man Prouty turns his hand to ends disastrously.

Finally Miss Wilson, playing Nettie Prouty, can stand it no longer, and she tells Fred (Baxter) that he will have to make a choice between her and his father. Both of them cannot remain under the same roof. There is the usual family quarrel, followed by the usual declaration of peace.

The old gent gets it into his head that he will be far more free at a Home where he has many cronies. So he packs his bag and leaves, and quiet once more holds sway in the Prouty household.

After "The Goose Hangs High" there isn't a doubt about the interest and heart-appeal Cruze can crowd into a story—and here's a screen version of a popular stage play by the author of "So Big" and the man who, with Marc Connelly, wrote "Merton of the Movies" and "The Beggar on Horseback".

That's entertainment guaranteed. Appearing in the cast of "Welcome Home" are such well known names as Ben Hendricks, Jr., Josephine Crowell and Adele Watson.

### (Review No. 2)

"Welcome Home," a James Cruze production for Paramount, which was adapted to the screen by Walter Woods and F. McGrew Willis from a popular stage play by Edna Ferber and George S. Kaufman, is the feature all this week at the . . . Theatre.

Lois Wilson, Warner Baxter and Luke Cosgrave are featured in the cast of the production, which has to do with an old widower who comes to the city to live with his married son and makes a regular pest of himself around the house.

Luke Cosgrave, as old Man Prouty, gives an even better account of himself than as the old rheumatic in "Hollywood," also a Cruze-Paramount picture. His arrival at his son's home is a signal for general disorder, which does not let up for a minute until the old gent hies himself off to a Home where he has several cronies who describe their free and easy life so alluringly that Prouty thinks he's wasting his time with the young folks. It's tough on his children that he has to leave (so he thinks), but he has his own life to live and "won't spend his evenings teaching anyone pinochle."

If there has been a more humanly appealing or genuinely interesting picture shown on the screen before, we haven't seen it. "Welcome Home" is real. It carries a heart-tug and a laugh in every scene. It establishes James Cruze more firmly than ever as the master-director of the screen. For only Cruze can make a "Covered Wagon" and then follow it up with pictures of such a decidedly different nature as "Merton," "The Goose Hangs High" and now "Welcome Home."

You'll agree with us that here is a page from life itself.

## "Welcome Home" Family Comedy

New James Cruze-Paramount Production at Rialto

WELCOME HOME," the James Cruze-Paramount production, which will be shown at the . . . Theatre on . . . next, is described as a story rich in humor of the sort that carries a heart-tug with it.

Lois Wilson, Warner Baxter and Luke Cosgrave, the old rheumatic in "Hollywood," are featured in the principal roles of the picture, adapted for the screen by Walter Woods and F. McGrew Willis from a Broadway stage play by Edna Ferber and George S. Kaufman.

The story is one of an old man—a widower—who comes to the city to live with his married son and daughter-in-law and so upsets things that the wife tells the husband that either his father or she will have to leave at once—the two of them can't get along together under the same roof. But leave it to Cruze to straighten everything out in a satisfactory, not to say most amusing fashion.

Appearing in support of the leading players are such well known names as Ben Hendricks, Margaret Morris, Josephine Crowell, Adele Watson and others.

Everyone recalls the heart-interest and genuine appeal Cruze crammed into "The Goose Hangs High". Here's one that's just twice as human—twice as real.

## Cosgrave Featured in "Welcome Home" Cast

Luke Cosgrave, the grand old man of the stage and the young old man of the screen, prides himself on being handy around the house.

It almost broke the heart of the white-haired veteran when the script of "Welcome Home" called for him to attempt to repair a table-lamp, make a fizzle of the job and thereby cause a near feud between his screen son and daughter-in-law, Warner Baxter and Lois Wilson.

"But I can really fix it," Luke told James Cruze, who directed the production for Paramount. And as soon as the scene was over Luke proceeded to properly repair the broken lamp.

In addition to Miss Wilson, Baxter and Cosgrave as featured players, the cast includes Margaret Morris, Josephine Crowell, Adele Watson and Ben Hendricks.

The picture, coming to the . . . Theatre next . . . is a screen version of a popular stage play by Edna Ferber and George S. Kaufman.

## Old Gent Upsets Things In "Welcome Home" Film

All was serene in the little flat of Fred and Nettie Prouty until that letter came. It was from Fred's father, and it announced he was coming to live with them.

Seventy-one—but a mere boy in spirit. As spry as his son, and don't let anybody tell him he isn't. As hale and hearty as a youngster—well, almost. Old Man Prouty was still ambitious. Life still held out a rosy promise to him.

Just a little old man to them. But somehow his coming changed things. He tinkered with their favorite lamp—hadn't he always fixed little things around the house? He splashed up Nettie's nice tiled bathroom—for hours at a time. He even upset the card file report of Nettie's domestic relations club. In fact, Pa Prouty had young ideas, and didn't care who found it out.

It was most unfortunate that the day he chose to bring his two old cronies from the Old Men's Home to the apartment was the day on which Nettie's club was scheduled to meet. Though politely urged to adjourn before the members arrived, the old cronies were still ensconced in comfortable chairs when the lady up-lifters put in an appearance. Prouty listened with interest to the affairs of the club; and when a spinster rose to make a few remarks about the



STAR IN THE PARAMOUNT PICTURE  
"WELCOME HOME" JAMES CRUZE PRODUCTION  
Three-column

and heart interest of an couple when the a typical Am- lovable old father of comes to live with them. was written by Walter The continuing an adaptation of a play by Edna Ferber and George S. Kaufman.

## Galore in "Welcome Home" Big Laugh

The prod- brought another hun- dinger to the screen in the Para- mount picture shown next . . . at which will be the theatre. Lois Wilson, the . . . er and Luke Cosgrave in the leading roles of the production, which is a new sion of a stage play by a picture and George S. Kaufman. Edna Ferber action of "Welcome Home" take old man Prouty arrives

Home," the current James Cruze production for Paramount.

But the barber's time came when Cruze ordered Cosgrave to the chair. He gave the veteran actor explicit instructions as to just how much was to be taken off the head and chin of flowing white.

"The part calls for cutting it just that way," Cruze said after describing it in detail to Cosgrave. "One slip of the shears and you're ruined in this featured role."

Cosgrave had some difficulty locating his favorite barber owing to their long separation, but finally found him. Emphatically the tonsorial artist was told just how the trimming must be done.

"It's got to be cut just that way," Cosgrave declared. "One slip of the shears and I'm ruined." As he sat down in the chair, he added, "And don't forget, one slip of the shears and you're ruined, too."

But the shears didn't slip so Cos-



night in the house.

**The Fun Starts**

On his arrival the old man immediately begins making himself at home. He trots about the house, prying first into one thing, then another. Extra blankets and a pillow are provided upon his demand, but he never uses them. They are simply a habit of years.

The next morning he stays in the bathtub for an hour, leisurely reading the morning paper, which gets so wet it can't be read again.

Owing to business and club affairs the old man is given but little time by the young folks. Wandering in the park, he makes friends with some inmates of a nearby Home for old men. There is a forum of these old men in the park and Cosgrave becomes somewhat of a leader among them.

He invites two of his friends from the Home to his son's house, but unluckily does so just before Nettie's club members arrive for an important meeting. Paying no attention to the club affair, Cosgrave ushers his friends into the meeting room, treats them to the luncheon prepared for the clubwomen, and puts the house in disorder. Nettie arrives home to get the two old visitors out just as her guests enter. Cosgrave then insists on remaining at the club meeting, wanting to see what goes on.

#### More Laughs

No sooner is the meeting called to order than Cosgrave begins to take part in the discussions, interrupting the speakers. Indignant, the women finally decide the transacting of business is hopeless, and leave in a huff.

As they go out, Fred comes in, and out of hearing of Cosgrave, his wife insists that one of them must leave—the old man or herself. It is a real family quarrel.

Ignorant of the mischief he has caused, Cosgrave goes over to the Home, where his friends entertain him royally, ending with a fine supper. The old men urge him to take the one vacancy in the Home before someone else gets in, but Cosgrave protests that his son and daughter-in-law can not get along without him and they wouldn't listen to his leaving. His friends argue that he must look out for himself—he has his own life to live, and he can't be devoting all of it to his relations.

#### Great Ending

Torn between the pleas of his friends and his desire to be with them, and the duty he believes he owes to his son and daughter-in-law to live with and help them, Cosgrave makes a decision. Then he waivers, changes it, then through chance, changes him mind once again.

How he finally determines on the right course to pursue, to the happiness of himself and those he loves, is the heart-tugging ending of "Welcome Home," which will be shown at the..... Theatre on..... next to remain for.... days.

All three players mentioned above appear in featured roles in the cast, which also includes Ben Hendricks, Margaret Morris, Josephine Crowell and Adele Watson.

"Welcome Home" was written for the screen by Walter Woods and F. McGrew Willis from a stage play by Edna Ferber, who wrote "So Big," and George S. Kaufman, co-author with Marc Connelly of "Merton of the Movies" and "The Beggar on Horseback."

daughter-in-law. The experiences of youth and age in the situations that follow form the story of every American family, and they carry a laugh and a heart-tug done in Cruze's inimitable style.

Youth does not enter the second home, for it is limited to old men. In this home for the aged, the charm of age finds happiness unto itself. Youth can not aid; youth is not wanted; for it is a happiness in the things that are wholly for the aged.

Featured players in "Welcome Home" are Lois Wilson, Warner Baxter and Luke Cosgrave. Others in the cast are Margaret Morris, Adele Watson, Josephine Crowell and Ben Hendricks, Jr.

The picture will be the feature at the..... Theatre on..... next.

### Here's One Party That Didn't Surprise Anyone

James Cruze put on a surprise party for Lois Wilson that didn't surprise.

During the filming of "Welcome Home" it was necessary for Miss Wilson to react before the camera to a sudden noise in another room. Cruze sent for a pistol without Miss Wilson's knowledge and counted on the report of a blank cartridge to cause the actress to jump with fright.

It startled everybody except Miss Wilson. Cruze had forgotten that the girl of "The Covered Wagon" had been working in so many Paramount westerns that the bang of a revolver meant no more to her than the jingle of a telephone bell to a business man.

Featured with Miss Wilson in "Welcome Home," which opens on..... at the..... Theatre, are Warner Baxter and Luke Cosgrave. The story is a screen version of a stage play by Edna Ferber and George S. Kaufman.

### L. Cosgrave Doesn't Think Much of Hollywood's Climate

Luke Cosgrave is fearfully awaiting word that he has been officially denounced by the Los Angeles Chamber of Commerce. This grizzled character actor openly insulted the much advertised Southern California climate.

Cosgrave, believing there was much to justify his statements, has prepared a defense to the expected charges. It reads something like this:

"James Cruze assigned me to a featured role in his production 'Welcome Home.' For several days in February we were before the camera and the weather was a bit unusual—it was so cool a light overcoat felt comfortable on the shaded but almost open stage. Purely out of human kindness, Cruze put off taking one particular scene with me, anticipating the temperature would go up to its usual warmth. But it remained chilly and finally there was no alternative; the scene had to be filmed to finish the picture. So I was compelled to get into a bath tub on a cloudy morning, take a leisurely bath, and read through a Sunday newspaper while sitting in the tub. It was cold, and I said so, and 'if that be treason, make the most of it'."

Featured with Cosgrave in the Paramount production are Lois Wilson and Warner Baxter. The story is a domestic comedy-drama adapted for the screen by Walter Woods and F. McGrew Willis from a stage play



LOIS WILSON AND WARNER BAXTER IN THE  
"WELCOME HOME"  
Three-column Production Ma

by Edna Ferber (author of "So Big") and George S. Kaufman, who collaborated with Marc Connelly on "Merton of the Movies," "The Beggar on Horseback," etc.

Ben Hendricks, Jr., Margaret Morris, Josephine Crowell and Adele Watson complete the cast.

### New Paramount a Page From Family Home Life

"Welcome Home," a James Cruze-Paramount production which comes to the..... Theatre for a run of..... days on..... next, is a page from family home life as everybody knows it, with a heart-tugging appeal that has seldom, if ever, been equalled on the screen. It is a homey story of a likeable old man—a widower—who goes to the city to live with his married son.

Featured in the leading roles of the production are Lois Wilson, Warner Baxter and Luke Cosgrave. The picture was adapted for the screen by Walter Woods and F. McGrew Willis from a stage play by Edna Ferber and George S. Kaufman.

Cosgrave, the old gent in "Hollywood," also directed by Cruze, makes a regular pest of himself in "Welcome Home." His arrival at his children's home in the city is the signal for a general upset. He does not realize that his mode of life is entirely different from theirs, and he plays havoc with all the carefully laid plans of the young people.

Laughs are in order whenever "Welcome Home" is on view.

There's a cast of well known names appearing in support of the principals.

### Cruze Builds Eight Room Flat for Latest Picture

James Cruze went all around the house in filming his latest production "Welcome Home," an eight-room flat being the scene of much of the action.

The eye of the camera followed the script in perfect continuity. The action of the players, headed by Lois Wilson, Warner Baxter and Luke Cosgrave featured in the cast, was photographed just as it occurs in the story. Cruze and his cameramen followed them from room to room of the flat, instead of photographing in the usual way by taking all action in one room and then moving to another.

For "Welcome Home," which comes to the..... on..... an eight-room flat was built on one of the huge stages of Paramount's Hollywood studio. It was complete in every detail from the hot water for Cosgrave's bath and Baxter's shave to the living room furniture and the extra chairs for the women's club meeting.

The story of "Welcome Home" re-

lates the com and heart intere a typical Am an couple where provoking b lovable old fath the husband comes to live with the husband was written by W The continui is an adaptatio Woods and is a play by Edna F famous stag Kaufman. and George

### Big Laughs Galore in "Welcome Home"

The prod ucer of "The Cov Wagon" has brought another e screen in the re, "Welcome Ho e shown next.... Theatre. Lois Wi er and Luke Cosg in the leading rol ze production, whi sion of a stage pla and George S. Kauf he action of "Wel

Most of t place in the Pr Home" take old man Prouty a home, where his married chil ment he steps over til he packs up Old Men's Home ang and hearty.

The fun s starts when the Pr maid of all w ork walks out in a when she is asked to give u room to the old man. What h fellow puts in an as Fred and Nettie pearance st a party. His prem going out to of puts a kink in arrival sort of 'welcome home' is plans, but his 'they are glad to see the heart. T about themselves f while.

After orde ring a "light" su the old man discovers that a lat just right and s it with a hammer pets a card index women's meeting sance of himsel

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### "A Close Shave"

The most dangerous tons operation ever performed was signed recently to a Hollywood of the shears m people.

It was so long since Luke grave, motion picture actor, ent he had forgotten red and white fought shy of a let his hair and bured role in "Wel

### YOU CAN'T MATCH PARAMOUNT PICTURES

—but—

### PARAMOUNT MATCHES PULL PROFITS

National advertisers and retail stores everywhere have found book matches an excellent advertising medium. The smoker has been educated to receive his matches free when purchasing tobacco products. Possibly you have imagined that the dealer hands them out so promiscuously because he pays nothing for them. Wrong. He does pay for them but usually very little as the principal cost is borne by the firm whose advertising the cover carries.

If mercantile concerns find match advertising so efficient, why not theatres? Remember that you are not only handing a man something useful and necessary, but a packet that he carries around with him anywhere from 2 days to a week, and sees your message every time he "lights up."

If you were to order a quantity of matches bearing your individual advertisement, the cost would be prohibitive. Through the efforts however of Paramount's Division of Exploitation, there is now available a stock cover design for theatres playing Paramount Pictures at a most reasonable cost.

The color scheme is orange, black and white—a most effective combination. You may have the name of your theatre and city—or any wording to your liking, providing it does not consume over two lines, printed on them.

All orders should be sent direct to the Lion Match Company, Fisk Building, Broadway at 57th Street, New York City. The prices are as follows:—

2,500 Books (Minimum allowable)	\$11.00
5,000 Books	20.00
10,000 Books	35.00

From thereon, figure at \$3.50 per thousand, all shipments F. O. B. New York. Orders will be shipped two weeks after receipt and cash must accompany order. All matches to be sent by express or freight as desired—no parcel post.

There are innumerable ways of course to distribute matches and you can bring down the cost by selling them to cigar stands at the price they are accustomed to paying. Isn't this a fine medium at the low cost of 1/4 of a cent? And isn't it a great tie-up with Paramount's national advertising?





WARNER BAXTER IN THE PARAMOUNT PICTURE "WELCOME HOME" JAMES CRUZE PRODUCTION

and heart interest of an couple when the lovable old father comes to live with them. It was written by Walter Edna Ferber and George S. Kaufman.

### Laughs Galore in "Welcome Home"

The producer of "The Covered Wagon" has brought another hunger for the screen in the Paramount picture, "Welcome Home," which will be shown next. . . . at the Theatre. Lois Wilson, Warner Baxter and Luke Cosgrave are featured in the leading roles of this production, which is a screen version of a stage play by Edna Ferber and George S. Kaufman. . . . place in the Prouty home, where the old man Prouty arrives with his married children. . . . moment he steps over the threshold until he packs up and goes for an Old Men's Home, the fun starts when the Prouty old of all work walks out in a huff and she is asked to give up her home to the old man. What harm, the old fellow puts in an appearance as Fred and Nettie are going out to party. His premature rival sort of puts a kink in their plans, but his 'welcome home' is from heart. They are glad to see him and forget about themselves for a while.

After ordering a "light" supper, the old man discovers that a lamp is just right and starts working on it with a hammer and sets a card index file, and women's meeting and sense of himself in general. . . . use of what Cruze can do in the line of domestic stories "The Goose Hangs High". "Welcome Home" is all the unusual interest and appeal of that production and "Welcome Home" was adapted for the screen by Walter Woods and F. McGrew Willis. Ben Hendricks, Jr., Margaret Morris, Josephine Crowell and Adele Watson complete the cast.

### "A Close Shave"

The most dangerous tonsorial operation ever performed was assigned recently to a Hollywood barber. One slip of the shears meant in for two people. It was so long since Luke Cosgrave, motion picture actor, entered the barber shop he had forgotten the meaning of a red and white pole. Faithfully he fought shy of a barber's chair and beard and for a feature

Home," the current James Cruze production for Paramount.

But the barber's time came when Cruze ordered Cosgrave to the chair. He gave the veteran actor explicit instructions as to just how much was to be taken off the head and chin of flowing white.

"The part calls for cutting it just that way," Cruze said after describing it in detail to Cosgrave. "One slip of the shears and you're ruined in this featured role."

Cosgrave had some difficulty locating his favorite barber owing to their long separation, but finally found him. Emphatically the tonsorial artist was told just how the trimming must be done.

"It's got to be cut just that way," Cosgrave declared. "One slip of the shears and I'm ruined." As he sat down in the chair, he added, "And don't forget, one slip of the shears and you're ruined, too."

But the shears didn't slip so Cosgrave played Old Man Prouty in "Welcome Home." And the barber is still barbering in Hollywood.

Other featured players in this Cruze production, coming to the . . . on . . . are Lois Wilson and Warner Baxter. The story is a true-to-life domestic comedy.

### Cruze \$5.00 Ahead of the Motion Picture Business

James Cruze is \$5.00 ahead of the motion picture industry. He hired out for \$5.00, got it, but didn't work. It happened this way. Cruze, then an actor, had just finished an engagement at Tony Pastor's Theater in New York and thereby realized a life-long ambition—but that's another story. It was during the summer, the great off-season for the stage, and as was the custom of actors in those days, he sought the studios for work before the camera to fill in the time.

After considerable inquiry he landed a job as an extra at \$5.00 a day. The next morning he reported for work only to find that plans for the production had been abandoned. The other extras walked away bemoaning their luck. Not Cruze. He needed the money in those days.

Patience he waited until the rest of the players had gone, then hunted out the cashier. There was a hot argument, but Cruze won. He walked away \$5.00 ahead of the game.

"That argument not only got me the \$5.00," Cruze said between scenes during the filming of his latest production "Welcome Home," "but they remembered me afterward. A few days later I was called to the studio again and that time I earned the money by a hard day's work."

Featured players in "Welcome Home" which comes to the . . . on . . . are Lois Wilson, Warner Baxter and Luke Cosgrave.

will have to make a choice between her and his father. Both of them cannot remain under the same roof. There is the usual family quarrel, followed by the usual declaration of peace.

The old gent gets it into his head that he will be far more free at a Home where he has many cronies. So he packs his bag and leaves, and quiet once more holds sway in the Prouty household.

After "The Goose Hangs High" there isn't a doubt about the interest and heart-appeal Cruze can crowd into a story—and here's a screen version of a popular stage play by the author of "So Big" and the man who, with Marc Connelly, wrote "Merton of the Movies" and "The Beggar on Horseback!"

That's entertainment guaranteed. Appearing in the cast of "Welcome Home" are such well known names as Ben Hendricks, Jr., Josephine Crowell and Adele Watson.

### (Review No. 2)

"Welcome Home," a James Cruze production for Paramount, which was adapted to the screen by Walter Woods and F. McGrew Willis from a popular stage play by Edna Ferber and George S. Kaufman, is the feature all this week at the . . . Theatre.

Lois Wilson, Warner Baxter and Luke Cosgrave are featured in the

cast of the production, which has to do with an old widower who comes to the city to live with his married son and makes a regular pest of himself around the house.

Luke Cosgrave, as old Man Prouty, gives an even better account of himself than as the old rheumatic in "Hollywood," also a Cruze-Paramount picture. His arrival at his son's home is a signal for general disorder, which does not let up for a minute until the old gent hies himself off to a Home where he has several cronies who describe their free and easy life so alluringly that Prouty thinks he's wasting his time with the young folks. It's tough on his children that he has to leave (so he thinks), but he has his own life to live and "won't spend his evenings teaching anyone pinocle."

If there has been a more humanly appealing or genuinely interesting picture shown on the screen before, we haven't seen it. "Welcome Home" is real. It carries a heart-tug and a laugh in every scene. It establishes James Cruze more firmly than ever as the master-director of the screen. For only Cruze can make a "Covered Wagon" and then follow it up with pictures of such a decidedly different nature as "Merton," "The Goose Hangs High" and now "Welcome Home."

You'll agree with us that here is a page from life itself.

### Closes Run

"Welcome Home," the James Cruze-Paramount production, which opened at the . . . Theatre on . . . will close its run there today.

The story is a screen version of a successful stage play by Edna Ferber (author of "So Big") and George S. Kaufman, who, with Marc Connelly, wrote "Merton of the Movies," "The Beggar on Horseback," etc.

Lois Wilson, Warner Baxter and Luke Cosgrave are featured at the head of a high class cast. Walter Woods and F. McGrew Willis are credited with the screen play.

and genuine appeal Cruze crammed into "The Goose Hangs High". Here's one that's just twice as human—twice as real.

### Cosgrave Featured in "Welcome Home" Cast

Luke Cosgrave, the grand old man of the stage and the young old man of the screen, prides himself on being handy around the house.

It almost broke the heart of the white-haired veteran when the script of "Welcome Home" called for him to attempt to repair a table-lamp, make a fizzle of the job and thereby cause a near feud between his screen son and daughter-in-law, Warner Baxter and Lois Wilson.

"But I can really fix it," Luke told James Cruze, who directed the production for Paramount. And as soon as the scene was over Luke proceeded to properly repair the broken lamp.

In addition to Miss Wilson, Baxter and Cosgrave as featured players, the cast includes Margaret Morris, Josephine Crowell, Adele Watson and Ben Hendricks.

The picture, coming to the . . . Theatre next . . . is a screen version of a popular stage play by Edna Ferber and George S. Kaufman.

### Old Gent Upsets Things

#### In "Welcome Home" Film

All was serene in the little flat of Fred and Nettie Prouty until that letter came. It was from Fred's father, and it announced he was coming to live with them.

Seventy-one—but a mere boy in spirit. As spry as his son, and don't let anybody tell him he isn't. As hale and hearty as a youngster—well, almost. Old Man Prouty was still ambitious. Life still held out a rosy promise to him.

Just a little old man to them. But somehow his coming changed things. He tinkered with their favorite lamp—hadn't he always fixed little things around the house? He splashed up Nettie's nice tiled bathroom—for hours at a time. He even upset the card file report of Nettie's domestic relations club. In fact, Pa Prouty had young ideas, and didn't care who found it out.

It was most unfortunate that the day he chose to bring his two old cronies from the Old Men's Home to the apartment was the day on which Nettie's club was scheduled to meet. Though politely urged to adjourn before the members arrived, the old cronies were still ensconced in comfortable chairs when the lady up-lifters put in an appearance. Prouty listened with interest to the affairs of the club; and when a spinster rose to make a few remarks about the care and handling of children, he rose, too, and announced that he knew more about handling children than all of 'em, put together.

So it was not strange that when Fred came home, he found an almost hysterical wife. Her nerves gave way and told Fred, "Either your father goes, or I go!"

It's great situation Cruze has developed in his latest Paramount production, "Welcome Home," which comes to the . . . Theatre on . . . The story is an adaptation of a Broadway stage play by Edna Ferber and George S. Kaufman. Lois Wilson, Warner Baxter and Luke Cosgrave are featured.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

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CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Gilman St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
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RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
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WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
		(and Des Moines, Iowa)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
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ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.



# James Cruze's "Welcome Home"

## PARAMOUNT PAPER THAT

"If It's Worth Running, It's

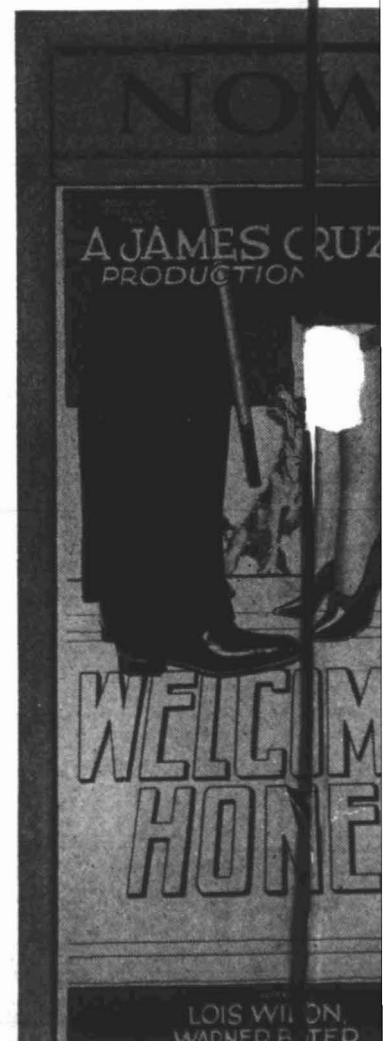


SET OF EIGHT COLORED LOBBY CARDS—EACH 11 x 14

## Price List for Advertising Material

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising			
POSTERS			
One Sheet (1A and 1B).....	\$ .15	Two Column .....	.10
Three Sheet (3A, 3B and 3C).....	.45	Supplementary (Two Column) (Adv. Only).....	.10
Six Sheet (6A).....	.75	Three Column .....	.15
Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
3' x 10' Banners, Each .....	2.00	FOR GENERAL EXPLOITATION	
PHOTOS FOR YOUR LOBBY		GILT-EDGED FRAMES, (Size 17 x 43 in.).....	1.50
22 x 28 (Colored) (Two Styles).....	.40	Insert Cards (14 x 36 in. to fit above).....	.25
11 x 14 Set of Eight (Colored).....	.60	22 x 28 Gilt Frames .....	1.50
For Newspaper Ads		Heralds, per thousand .....	3.00
ADVERTISING CUTS		Crossword Puzzle Books, each .....	.08
One Column .....	.35	Window Card .....	.07
Two Column .....	.65	Announcement Slide .....	.15
Supplementary (Two Column).....	.95	Publicity Photos, Each .....	.10
		Trailers—National Screen Service .....	



Colored Insert





ize's "Welcome Home"  
 R THAT PACKS THE PUNCH  
 h Running, It's Worth Advertising"



3' x 10' COLORED BANNER—\$2.00 EACH



Colored Lobby Card (22" x 28")



Announcement Slide

## WINDOW CARD

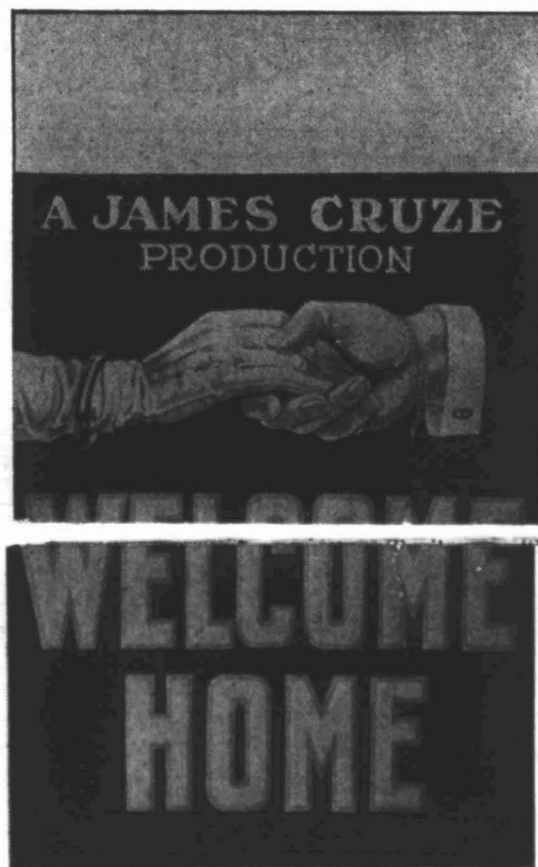
To the left is illustrated the attractive colored window card on "Welcome Home."

Put this in a shop window and it will attract as much attention

twenty-four sheet.

Plenty of blank space for theatre name, dates, etc.

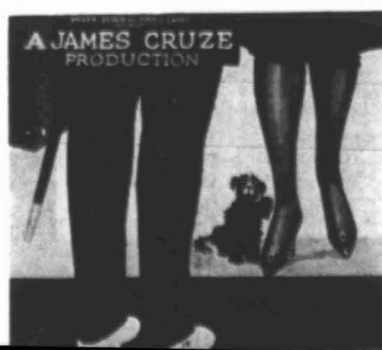
Only seven cents apiece.



Window Card



Colored Insert Card





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PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored) (Two Styles).....	.40
11 x 14 Set of Eight (Colored).....	.60
For Newspaper Ads ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
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Publicity Photos, Each.....	.10
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.



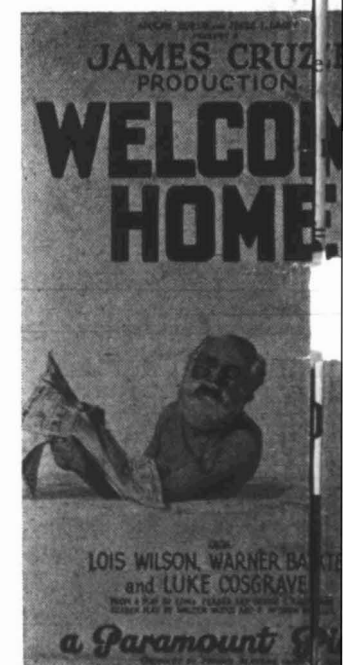
Three Sheet Poster 3A



Twenty-four Sheet Post



Colored Insert



Six Sheet



AMES CRUZE  
DUCTION

WELCOME HOME

LOIS WILSON, WARNER BAXTER and LUKE COSGRAVE

A Paramount Picture

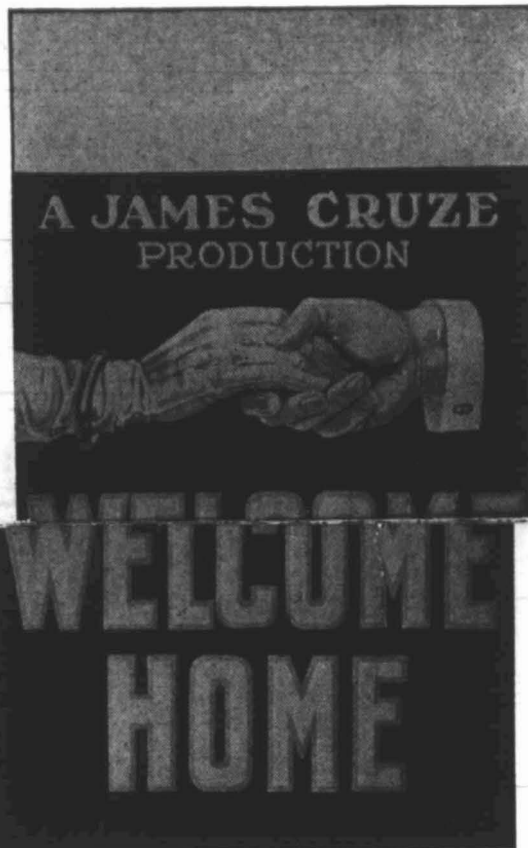
Colored Inset Card



Six Sheet Poster 6A



Colored Lobby Card (22" x 28")



Window Card



One Sheet Poster 1A



Announcement Slide

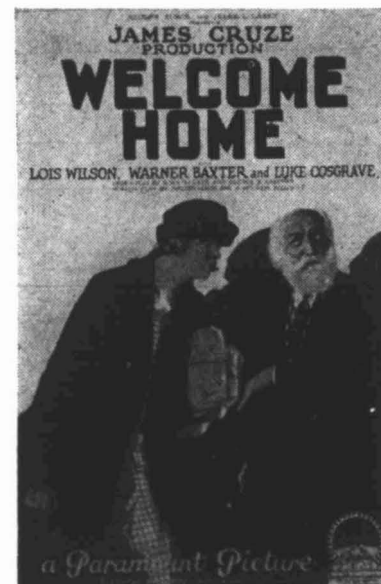
## WINDOW CARD

To the left is illustrated the attractive colored window card on "Welcome Home."

Put this in a shop window and it will attract as much attention twenty-four sheet.

Plenty of blank space for theatre name, dates, etc.

Only seven cents apiece.



One Sheet Poster 1B



Three Sheet Poster 3B



Twenty-four Sheet Poster 24A

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

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National Audio-Visual Conservation Center  
The Library of Congress